

ST Media

STEVE THOMPSON - DIGITAL CONSULTANT



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www.stmedia.org

I've taught wikis in a Museum in Vienna, social media deep in a forest in Poland, multimedia in Germany and I've lectured in Heavy Metal at the University of Applied Sciences in Helsinki.

I've taught classes in Higher Education at degree level, in Further Education Colleges as well as primary and secondary school. I've also supported Social Enterprises, SME's and Communities. I can do fun and creative digital stuff or I can do digital business and always with free or low-cost digital tools.

My aim is to bring innovation to business practice. I'm piling years of knowledge, experience and resources into my online learning portal at www.stmedialearn.com. You will see a range of available and forthcoming workshops there. People can use this portal in different ways. They could choose to learn a subject entirely online or they could use it as after support having attended one of my practical workshops. Use of a supporting module is free if you have attended a workshop (it's inexpensive if you haven't)

I also aim to bring innovation to teaching practice like an Internet Radio Project with a school in Tyneside, a Soap Opera Project with 7 Weardale schools or the East Cleveland Writers Network through which I'm developing literacy initiatives in primary schools.

WORKSHOPS

Digital Start-ups (*watch this video* <http://bit.ly/d-startup>)

Strategies & Practices for Social Media Marketing

Images for Web & Social Media (*watch this video* <http://bit.ly/img-web>)

Intro to SEO, Analytics & Webmaster Tools

Blogging

Productivity & Collaboration using Free Digital Tools

Build and manage a website. Domain Names & Email

Accounts

Using Hootsuite Social Media Dashboard & Associated Tools

Digital Video

Digital Audio

Bespoke Consultancy & Mentoring

*"Do you run a business? @Stevie_T workshops are a GOD SEND"
Chloe Hall, MD of award-winning PR & Marketing Consultancy
Bumble & Bloom Media.*

"We pay tribute to the innovative and inspiring 'model' of ICT learning and support established by Steve Thompson and look forward to seeing it emulated more widely" "A Sense of Adventure" published by Loughborough University, November 2012

More Testimonials: www.stmedia.org/testimonials/

BEGINNERS

I'm currently running some beginner's workshops. I use a bank of laptops that have accounts on them that beginners can use anonymously such as email addresses and social media accounts before signing up for these things themselves (if they wish to). We look at:

- Getting used to your computer (and/or tablet).
- Web browsing, searching bookmarking. Installing extra browsers (and other software).
- Email: sending, receiving, sending to multiple recipients, attachments. How to manage spam or phishing and avoid viruses.
- Transactions online.
- Social Media.
- Using Tablets (iPad & Android)
- Using smartphones (iPhone & Android)
- + anything else.



DIGITAL START-UPS AND BESPOKE PACKAGES

I can build a bespoke package that fits your needs. This might mix and match my existing workshops or create entirely new ones. This could be a “Digital Start-Up” (see below), an ICT Audit, Social Media Audit, equipment purchase advice or anything you wish. Just contact me and I'll build a package and give you a quote.

A Digital start-up will give you everything you might need from hardware/software advice, email, domains, accounting, invoicing etc. This might apply to an existing business wishing to add digital technology to their processes or it could be an entirely new business.

I can also facilitate a development workshop for a team or SME to develop new processes using technology. In order to explore different (and sometimes innovative) practices, the session will run as a fictitious business so we can experiment before adopting new processes to your existing business.

Check my Testimonials:
<http://stmedia.org/testimonials>

SOCIAL MEDIA MARKETING

Social Media is the current hot potato, but some companies are simply diving in and not getting it right. This highly practical workshop will introduce you to the tools and practices that will help you form your own social media strategy and grow your reach and influence in the social media world. Although we will touch on many of the myriad social media channels we will focus mainly on the mainstream channels plus additional free tools to help support these. This workshop is designed to help you efficiently and effectively engage in these practices without costing you a fortune in either money, time or patience.

I have run a series of bespoke versions of this workshop for the School for Social Entrepreneurs. I could build a bespoke package for you too: contact me.



Teaching Social Media in Białowieża Forest (Poland)

IMAGES FOR WEB AND SOCIAL MEDIA

Images are the cornerstone of almost everything you do these days be it websites, blogging, social media, print and online marketing. This workshop will cover a comprehensive range of resources which are mostly free or at least low-cost. We will give you the basic skills and knowledge needed to use these tools and achieve everything you need to use images in your work. We will include a few quirky image items to give you a creative edge.

“Images and social media go together like fish and chips.”

BLOGGING

The Blogging workshop is NOT about Websites or Content Management Systems (CMS). It’s about the tradition of Blogging and Journalistic approaches and a range of tools, resources and processes to support it. Many blogging platforms have now become fully functional Content Management Systems (CMS) and can be used to manage a whole website. This workshop looks specifically at pure blogging. By this, we mean blogging as an online diarist, journalist or simply posting news about your business or activity and how this can be turned to your personal or business advantage.

HOOTSUITE AND ASSOCIATED TOOLS

Hootsuite is *THE* social media dashboard. Whilst alternatives exist they either don't have the same quality of functionality or are very expensive. You could do an awful lot with the Free version of Hootsuite and if you wanted to upgrade it need not cost the earth. This highly practical workshop will show you how to use Hootsuite to manage your social media channels monitor the social mediascape and get the best out of the free version. We will also look at browser plugins and additional tools to make you a social media power-user painlessly. Our approach gives you practical experience without the need to use any of your own or corporate social media accounts.

DOMAIN NAMES AND WEBSITES

In this workshop, we will introduce you to a range of easy to use services to run a website but we will focus primarily on Wordpress. WordPress is the world's most popular SEO, mobile ready website software (60 million people can't all be wrong) We'll cover content management, themes, plugins and everything you need to know. This workshop will also explain how to register and manage a domain name and a range of ways to run your website and email services on it.



DIGITAL AUDIO

This subject could be complex and expensive. However, the audio workshop uses free tools and is easy to understand (fun even!) You'll be able to record and manipulate audio, remove noise and enhance it and produce podcasts or create audio tracks for your video productions.

DIGITAL VIDEO MADE SIMPLE

In most instances this is a hard topic to break into because of the skill levels and costly equipment/software needed. However, this workshop uses only readily available materials and free software to get you producing and editing video with a pretty gentle learning curve.

Check my Testimonials:
<http://stmedia.org/testimonials>

WEBSITE DESIGN & HOSTING

I will produce for you a simple and **attractive website**. Special requirements may cost more but we can discuss this. The aim is to produce something that YOU own and are not forever having to pay me to do extra work. There are three levels of service set out below.

A simple One Page Website £80

Just some details, links to your Facebook and or Twitter if you have them. This site rarely, if ever changes, it simply gives you a web presence, a point of contact.

Example at: www.stmedia.org/onepage

A Five Page Website - £160

5 Pages – 1) Home (or splash) page, 2) About Us, 3) Products and Services, 4) Contact Us, 5) News. If you can provide copy for the pages I will add it or else they will contain dummy text for you to replace. You will have access to support materials to show you how to do this. You will also be shown how to add regular news items to keep your website active

Example at: www.stmedia.org/fivepages

An Advanced Website – starts at £360

This format tends to be more graphic heavy and utilises premium themes which themselves cost £40 - £60. This work is more involved and the cost may vary depending on your requirements. The example for this is my own website.

Example at: www.stmedia.org

If you don't have a **domain name** I will advise you, help you choose one and register it on your behalf. If you already have a domain name I will configure it to work with your new website. A typical cost of a **.co.uk** or **.org.uk** domain name is £6 per year. The registration will be made on your behalf, you will own it and you will renew it yourself on a yearly basis using the info I will provide.

I will help you set up web hosting which will be renewable yearly. Prices vary but it is usually around £30 to £40 per year

You will receive **support materials** and documentation to help you manage the site